

New Corporate Partners Support BabyCal's Efforts



to educate families about steps they can take to ensure their babies receive a healthy start.

BabyCal's messages also are reaching Bay Area train commuters in January and February. **The Bay Area Rapid Transit (BART)** agreed to broadcast BabyCal's messages and toll-free number on its 112 monitors in four San Francisco stations and two Oakland stations. BART estimates that the messages will have appeared more than 700,000 times by the end of the run date.

To help support CBO commitment to California's moms and their babies, two of BabyCal's corporate partners, Eastman Kodak Company and "Baby Talk Magazine," donated special gifts that were distributed to network CBOs. In October, **Eastman Kodak** generously provided more than 600 autumn-themed picture frame magnets as gifts to families served by CBOs in southern and northern California. In November, "Baby Talk Magazine" distributed its December/January issue to all network CBOs for display in their waiting rooms. The "Baby Talk Magazine" mailing also included a free one-year subscription offer for eligible CBOs.

The BabyCal Campaign thanks each of these corporate sponsors for their generous contributions and support in reaching expectant women in California with vital prenatal care messages. By continuing our partnership with corporate and community-based organizations, we will achieve this goal.

During recent months, the BabyCal campaign pursued several successful sponsorship opportunities with corporate partners throughout California. These partnerships have helped BabyCal expand its reach to women in communities statewide and have supported community based organization (CBO) outreach efforts.

Thanks to a partnership with the **California Department of Motor Vehicles (DMV)**, BabyCal's multicultural and Spanish-language posters were displayed in 172 DMV offices statewide in October. DMV's year-long posting commitment will reach thousands of women to help improve birth outcomes and reduce infant mortality rates.

Longs Drugs, a major drug retail chain, also joined the effort in promoting BabyCal's key messages to pregnant women and their families. Nearly 300 Longs drugstores statewide displayed BabyCal's multicultural posters, during the winter season. Longs' in-store promotion will help BabyCal continue



Meet Your BabyCal CBO Coordinators

With the growth of the BabyCal CBO Network to nearly 500 CBO, BabyCal would like to acknowledge its CBO Coordinators for their outstanding service and contributions to the Campaign's efforts. Under the guidance of CBO Director Stephanie Ong, the Coordinators ensure that CBOs throughout California have the necessary information, materials, and support to optimize their outreach efforts to expectant women.

Nadine Roberts - (916) 925-7816

Northern California CBO Coordinator

Nadine Roberts, a native of Louisiana, has served as a Northern California CBO Coordinator for the BabyCal Campaign since 1994. With 10 years of experience working with grassroots CBOs, education and prevention programs, and maternal and child health issues, Nadine has made significant contributions to the continued growth of BabyCal.

"The activities I enjoy most are the opportunities to interact face-to-face with CBOs and pregnant women and their families at health fairs and conferences," Nadine said. "I also enjoy being a part of special events, such as the 1996 Oakland Black Infant Health press conference, BabyCal's Diaper Delivery with the Sacramento Monarchs and Raley's/Bel Air, and the production of Sacramento's KXTV (Channel 10) public service announcement featuring moms and their healthy babies."

In 1993, Nadine launched her own consulting firm, DISCRETION. In this capacity, Nadine has developed Sacramento County's African-American AIDS Awareness Campaign and worked on projects for the Hemophilia Council of California. She also serves as an ethnic consultant for the California Department of Health Services' Healthy Families program and Partnership for Responsible Parenting campaigns.

Nadine strives to provide BabyCal CBOs with personal attention with the support of Lori Goodwine, a public relations and community outreach specialist. The team looks forward to continuing its support of BabyCal's efforts to improve healthy birth outcomes.



*Nadine Roberts
shares Campaign
information at the
BabyCal booth
during Public
Health Week.*

We would like to re-introduce our three CBO Coordinators who facilitate communications with specific regions throughout California. All of our Coordinators have extensive community outreach and public education experience. By working closely with CBOs, the Coordinators play an integral role in ensuring that BabyCal's messages and materials meet the needs of the target audience and reach multicultural audiences.

Tania Watson - (323) 966-5720

Southern California CBO Coordinator

Tania Watson, a native of Ecuador, South America, joined BabyCal's CBO Coordinator team in January 1998. Her region includes CBOs serving the southern California counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, and Ventura.

"I enjoy contacting CBOs in my region to learn more about each organization's programs and services, answer their questions and obtain their input on BabyCal outreach materials," Tania said.

Her involvement in community events in Los Angeles for the past three years and extensive experience in bilingual and multicultural communications have provided Tania with a knowledgeable perspective on how to effectively communicate and meet the needs of the Hispanic community.

Tania's contributions to the BabyCal Campaign include playing an active role in the coordination of BabyCal's 7th Birthday Celebration, the BabyCal Bundles Program and the development of Spanish-language outreach collateral materials, media materials and advertisements. She also has served as a moderator for bilingual focus groups and continues to actively support the efforts of social marketing and public education campaigns.

"I value being part of the BabyCal Campaign and having the opportunity to work with various organizations that work together to make a difference in the lives of pregnant women and their babies," Tania said.



*Tania Watson
offers suggestions
on ways to
use BabyCal's
outreach materials
during a CBO
site visit.*

Edith Tybo - (916) 665-1787

Northern California CBO Coordinator

Edith Tybo, a Native American from Elko, Nevada, and a member of the Te-Moak Band of Western Shoshone, has dedicated more than 18 years to providing health education to California Indian communities. She has served as a BabyCal Northern California CBO Coordinator since November 1995.

"I appreciate the opportunity to support BabyCal and CBOs in a cooperative effort to educate California's families about the importance of early and ongoing prenatal care," Edith said.

Edith has played an invaluable role in the creation of BabyCal's Native American poster, the 1998 Sacramento

Monarchs Diaper Delivery event, CBO receptions, and various other activities involving BabyCal's celebrity spokespersons. In addition, Edith has represented BabyCal at numerous health fairs and conferences that directly reach diverse communities with BabyCal's key messages.



*Edith Tybo (right)
meets with
a BabyCal
Network CBO
representative.*

BabyCal CBO Coordinators will continue to contact you on an ongoing basis to discuss your needs, answer questions about the Campaign and assist you in obtaining materials to support your programs and services. Please call your CBO Coordinator to provide new contact

information and program changes, details regarding local health fairs, and feedback regarding the Campaign and outreach materials. You may also contact Stephanie Ong at Hill and Knowlton (323/966-5709) if you are unsure which CBO Coordinator serves your region.

Welcome New BabyCal CBOs!

The BabyCal Campaign is pleased to welcome 15 new CBOs to the BabyCal Network. Their partnership and community outreach efforts will further help us to educate families about the importance of early and ongoing prenatal care and improving healthy birth outcomes in California. The BabyCal CBO Network now has 484 participating organizations.

Northern California Region

Edith Tybo - (916/665-1787)

We look forward to receiving feedback from you about the Campaign and how you are using our outreach materials.

***Madera County Office Education Alternative Program, Madera
Ripon High School Pregnant Minor Program, Ripon***

Nadine Roberts - (916/925-7816)

Together we can tell every pregnant woman in California about the importance of prenatal care and healthy behaviors during pregnancy.

***Bakersfield Crisis Pregnancy, Bakersfield
Healthy Alternatives for African American Babies,
San Jose
Mercy Health Care Perinatal Access Network,
Sacramento***

Southern California Region

Tania Watson - (323/966-5720)

Thank you for your support and dedicated service to pregnant women and their babies.

***Alta Med Adolescent & Family Life Program, Los Angeles
El Monte Medical Group of California, Inc., Los Angeles
Hawthorne Medical Clinic, Hawthorne
La Familia & Women's Medical Clinic, Los Angeles
Los Angeles County Prenatal Care, Sylmar
Parklane Medical Group, Los Angeles
San Martin de Porres Medical Clinic, Los Angeles
Santa Barbara County WIC Program, Santa Maria
Santa Rosa Medical Clinic, Los Angeles
St. Francis Medical Center- Perinatal Program, Paramount***

BabyCal Attends the CACSAP Conference

In November, CBO Director Stephanie Ong and Northern California CBO Coordinator Nadine Roberts represented BabyCal at the 1998 CACSAP (California Alliance Concerned with School Age Parents) Conference held at the Santa Clara Marriott. The conference was designed to increase public awareness, develop new resources, and share ideas regarding the prevention of teen pregnancy and education. Seminars

included developing culturally-sensitive strategies, utilizing techniques for working with high-risk youth, and discussing approaches to teen welfare. This year's CACSAP Conference, which attracted more than 300 attendees during the two-day conference, provided an excellent opportunity for BabyCal to interact with organizations that provide direct services to pregnant and parenting teens.


Introducing New Wipe-Off Magnets

Steps to a Healthy Baby

- ♥ Get early prenatal care and keep all of your appointments.
- ♥ Stay away from smoking, drinking and drugs.
- ♥ Eat a variety of healthy foods every day.
- ♥ Ask your doctor or nurse about exercising.
- ♥ Get plenty of rest.
- ♥ Check with your doctor or nurse before taking any medicine or pills.

Next Appointments:

Important Phone Numbers:



1-800-BABY-999
We're in this together.

CBOs will be pleased to know that English and Spanish language wipe-off magnets have been updated and restocked. The magnets feature "Steps to a Healthy Baby" and include an area to note future prenatal care appointments and important phone numbers. The magnets, which include an attached dry-erase pen, are now individually packaged for CBO distribution.

BabyCal News Makes a Special Connection

One of the goals of BabyCal News is to encourage networking among CBOs. The fall 1998 newsletter spurred a special connection between two long-lost friends. Juanita Arvizu, an employee of the Mission City Community Network, read the CBO Spotlight featuring the St. John's Regional Medical Center's Healthy Beginnings Program. She realized that the contact listed, Isabelle Santha, was a college roommate she lost touch with years ago. A phone call was made and the two friends have been reunited!

Outreach Materials Ordering Information

CBO's may order BabyCal outreach materials by completing an order form and faxing it toll-free to The Mail House at 888/428-6245. Orders should be filled and shipped three to five days upon receipt. If you have questions regarding your order, please contact The Mail House directly at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Trameika Vaxter at Hill and Knowlton (323/966-5740) for sample packets, additional order forms, or to address special needs and requests.

BabyCal Advertising Campaign to Kick-Off 1999

BabyCal's television, radio and ethnic print advertising will begin re-airing in mid-January and will run through June 1999. The TV commercials, which have been shown at the BabyCal booth at recent health fairs and conferences, will continue to air statewide in English and Spanish. Additionally, print advertisements continue in African-American and Asian-language newspapers throughout the state. BabyCal's advertising strategy focuses on positive empowerment themes and promotes BabyCal's key messages. These messages include:

- Get early and ongoing prenatal care.
- Stay away from smoking, drinking and drugs.
- Call BabyCal at 1-800-BABY-999 for information about programs that can help.



A scene from "Delirio/English." This is one of four commercials currently airing

BabyCal Campaign Contact Information

Please note that the Los Angeles area code has changed from 213 to 323.

CBO Coordinators:

Northern California: Nadine Roberts (916/925-7816)
or Edith Tybo (916/665-1787)
Southern California: Tania Watson (323/966-5720)

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Trameika Vaxter (323/966-5740)
Fax: 323/782-8195
Or CBO Director Stephanie Ong (323/966-5709)

Department of Health Services:

714 P Street, Room 1650, Sacramento, CA 95814
Contact: Lisa Jackson (916/657-3719)
Fax: 916/653-9212

CBO Spotlight

Yolo Connection - Sister/Friend Project

Melinda Waring, Parenting Coordinator (530) 669-3285

The Yolo Connection Sister/Friend Project has served as a successful mentoring program for pregnant and parenting women and teens since 1992. Sister/Friend strives to promote healthy and happy mother/child relationships and facilitate optimum prenatal and postnatal care.

Christina Seale, a former client who is now an employee with the program, is one of Yolo Connections' most successful stories. She joined the Sister/Friend Project in 1993 while five months pregnant and caring for a 3-year-old child. Her Sister/Friend, Kim, helped Christina improve her quality of life and experience a positive birth outcome by assisting her in accessing community resources, understanding and following medical advice, and obtaining transportation and counseling. Kim also encouraged her to keep prenatal appointments and eat healthy foods, which were essential during Christina's complicated pregnancy.

"Because of Kim's help, I was able to have a healthy baby and continue my education," Ms. Seale said. "Sister/Friend allowed me to learn to help myself by improving my parenting skills and understanding how to practice healthy behaviors," she added.

Melinda Waring, the project's Parenting Coordinator, remarked that BabyCal materials have played an essential role in providing clients like Christina with important information that can be read at home and shared with their families.

The Project is funded by grants and collaborates with Community Care Health Centers as well as other agencies. Sister/Friend recruits volunteers who help women in need of emotional support, encouragement and practical assistance as they learn to manage their own lives.

Yolo Connection has brought together more than 100 Sister/Friend pairs from diverse communities throughout Yolo County. The Sister/Friend Project was honored in 1998 by the California Department of Health Services for its innovative programs in maternal and child health.



Christina Seale spends quality time with her Sister/Friend, Kim.

Plus Medical Women's Clinic

Olga Safai, Office Manager (909) 242-6255

With two clinics located in Moreno Valley and Perris, Plus Medical Women's Clinic is one of the few clinics in Riverside County that offers health care services specifically designed to serve women of childbearing age.

Plus Medical was established to provide comprehensive health care services to low-income women of all ethnicities. Its bilingual, all female staff is committed to providing quality health care services and education to assist women in improving their quality of life and achieving optimum health for themselves and their families.

"Our staff shares BabyCal's commitment to serving women in our community by educating them about practicing healthy behaviors during pregnancy," said Ms. Safai, the clinic's office manager. Plus Medical's perinatal program provides OB/GYN services, free prenatal and childbirth classes, free pregnancy tests, ultrasounds, lab services, support groups, fertility assessment, check-ups, referrals to community resources, and a playroom for patients' children during office visits.

Plus Medical also offers a Family P.A.C.T. program, which is designed to provide confidential family planning and case management services to low-income women.

"Every pregnant woman who visits our clinic receives a BabyCal brochure to ensure they obtain vital information necessary to help them during their pregnancy," Ms. Safai said. In addition, the clinic welcomes Medi-Cal patients and assists others in applying for the Presumptive Eligibility (P.E.) program. "Our goal is to offer services and programs to meet the needs of most women," she added.



Plus Medical Women's Clinic is a Comprehensive Perinatal Services Program (CPSP) provider serving approximately 400 women per month. The Clinic has been a part of the BabyCal Network since 1996.

Margaret Amin, certified nurse midwife, proudly holds healthy twins, who were born on her birthday.

Making the Most of Your Health Fair Experience

For many CBOs, community health fairs continue to be one of the most effective ways to directly reach those in need of services and information. With the busy health fair season approaching this spring, BabyCal has received numerous requests from CBOs seeking tips on how to achieve better results from their health fair experiences.

Based on their past participation in health fairs and conferences, BabyCal CBO Coordinators have created the following checklist to help you draw greater attention to your exhibit booth and spark increased interest in your programs and services:

Pre-Event Preparation

- ❑ Carefully review enrollment requirements and participation guidelines. These instructions, as provided by the event planner, often will include specific deadlines, restrictions, equipment availability, event layout, and helpful tips for exhibitors.
- ❑ Make sure your exhibit is adequately staffed to accommodate the expected number of attendees.
- ❑ Consider sharing a booth with another local CBO whose programs and services complement yours to help reach cross-populations and attract more visitors.
- ❑ Prepare a sign-in sheet for visitors, and bring along business cards or flyers about your organization.
- ❑ Prepare a checklist of supplies and equipment to take to the health fair.
- ❑ Prepare a kit with scissors, thumbtacks, tape, and extension cords.

Outreach Materials

- ❑ Offer take-home information that attendees can review following the event. These should list telephone numbers individuals can call for additional help or information.
- ❑ Tailor your materials to the target audience. This can be achieved by including materials representative of the ethnicities and languages spoken by attendees.
- ❑ Anticipate the number of attendees expected and provide an adequate supply of materials.
- ❑ Contact BabyCal several weeks in advance of the event

for any outreach material needs. Please forward a completed collateral order form and a flyer about the event to your CBO Coordinator, or fax it to Hill and Knowlton at 323/782-8195.

Get Creative

- ❑ Create a visually appealing display by including bright posters, balloons, enlarged photos, and large banners that identify the name of your organization or agency.
- ❑ Contact local TV and radio stations regarding possible local celebrities and costume characters or invite special guests to draw attention. These guests should be related to your services and act as spokespersons to help disseminate information.
- ❑ Offer interactive activities, such as drawing contests for children, raffles, and trivia games which may spark interest in your key messages
- ❑ Provide incentive items, such as pens, pencils, magnets, key chains, stickers and balloons providing your organization's name, key message, and phone number.
- ❑ Create a card similar to a Bingo card that displays the name of each exhibitor. Provide attendees with a sticker that can be placed on their Bingo card after visiting each exhibit. Place completed cards in a box and raffle various baby items.

Spark Interest in Your Services and Information

- ❑ Appear inviting - stand next to your booth instead of sitting down to welcome attendees.
- ❑ Greet passers by with a smile and "Hello," as attendees are more likely to approach exhibitors who appear enthusiastic and interesting.
- ❑ Hand materials to visitors and call their attention to key messages and useful information.

Post-Event Follow-up

- ❑ Follow up with individuals who provided contact information on the sign-in sheet requesting help or additional information.
- ❑ Assess the positive and negative experiences of your participation in the event. Determine how to improve the success of your next event.

Please let us know about health fairs or conferences in your area that can help us further reach families who may benefit from BabyCal. We'll participate in as many as possible each year. Contact your CBO Coordinator or Stephanie Ong at Hill and Knowlton, (323/966-5709).